Case study artifact: Alternative font picker for Microsoft Word

Current design

A new design steeped in the organizing principles of typography
Microsoft Word currently organizes fonts alphabetically in a long scrolling list. To the uninitiated user, this laundry list of typefaces means very little since they might not understand the importance of selecting the right typeface for the right document. They may end up selecting Comic Sans for a business email, which may cause their message to be perceived in an unintended way. To solve this problem, I have reimagined this resource collection and made it intuitive enough so that the user is able to select the right font for the right document with minimum cognitive effort.

In my case study, I have discussed how fonts can broadly be classified into Serif and Sans Serif. My design aims to put this classification right at the top of the font selection window so users can immediately select the category of typeface they wish to use. On doing that, users are presented with a choice of two typefaces that best fit the document category that they want to work on. These typefaces are selected based on their individual resource properties of tracking, kerning, baseline and leading, and how they interact with the mood of the document that is being created. The only question the users have to ask themselves is the category of document they’re working on. Choosing the right typeface has never been so easy.

There is every chance that the user already knows the typeface they want to use and may not want to go through these categories in choosing the right one. In that case, the user can just click on the current font (Calibri in this case), and manually search for the typeface.